



# Consumer Confidence

TORONTO, June 13<sup>th</sup>, 2013

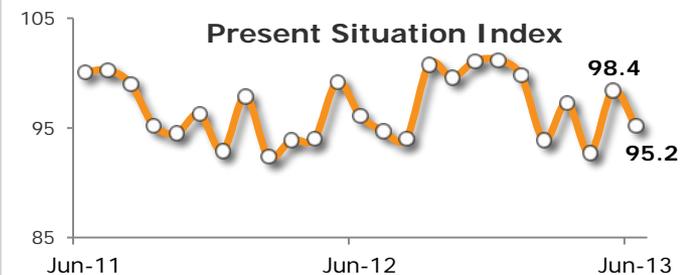
Canadian consumers have adjusted the optimism shown last month as job prospects continue to grow slower than expected, housing sales are still somewhat below average, and students hit an uncertain summer job market. According to the latest consumer confidence survey conducted by TNS, the Canadian Consumer Confidence Index dropped slightly in June, from 97.7 to 96.2, correcting for a sharp rise in May.

The *Present Situation Index*, which measures how people feel about the economy right now, which also rose sharply in May, fell back just over three points, sliding from 98.4 to 95.2.

*"Canadians' have done somewhat of a collective reality check after a month of what appeared in hindsight to be a little premature euphoria. In May, good news about the US economy, combined with some positive job numbers on our side of the border gave consumers almost reason to celebrate. However, in June, Canadians have come back to*

*earth somewhat, adjusting their optimism slightly. It's important to note that the trend in confidence for the year is still pointing upward, albeit slowly, and we interpret June as more of a correction than a downward turn in confidence."* explained Norman Baillie-David, Senior Vice President of TNS in Canada and Director of the Marketing and Social Research firm's monthly tracking study.

## Indices Overview



# Consumer Confidence

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The *Expectations Index*, which measures people's outlook for the economy six months from now, also dropped 2.7 points, falling from 102.8 to 100.1, which also represents a correction and return to the long term trend. This shows that Canadians are tempering their expectations to more even keel, and not getting carried away based on short-term good news, as they may have done in May.

The *Buy Index*, which measures the extent to which Canadians feel that now is a good time to purchase a "big ticket item" such as a car or a major household appliance, rose more than two points in June, climbing from 91.6 to 93.7.

*"We typically see good months for the buy index in the spring and early summer, which coincides with home-buying, renovating and moving."* added Mr. Baillie-David.

Consumer Confidence Index tracks Canadians' attitudes about the economy each month and is part of a global study conducted by TNS in 18 countries. Three indices are produced each month to show how confidence in the economy is changing: Present Situation Index; an Expectations Index; and a Buy Index.

The Canadian fieldwork is conducted using the firm's national bi-weekly telephone omnibus service, TNS Express Telephone. A total of 1,015 nationally representative Canadian adults were interviewed between June 3 and June 6, 2013. For a survey sample of this size, the margin of sampling error is plus or minus 3.1 percentage points, 19 times out of 20

## Indices Overview



## Expectations Index

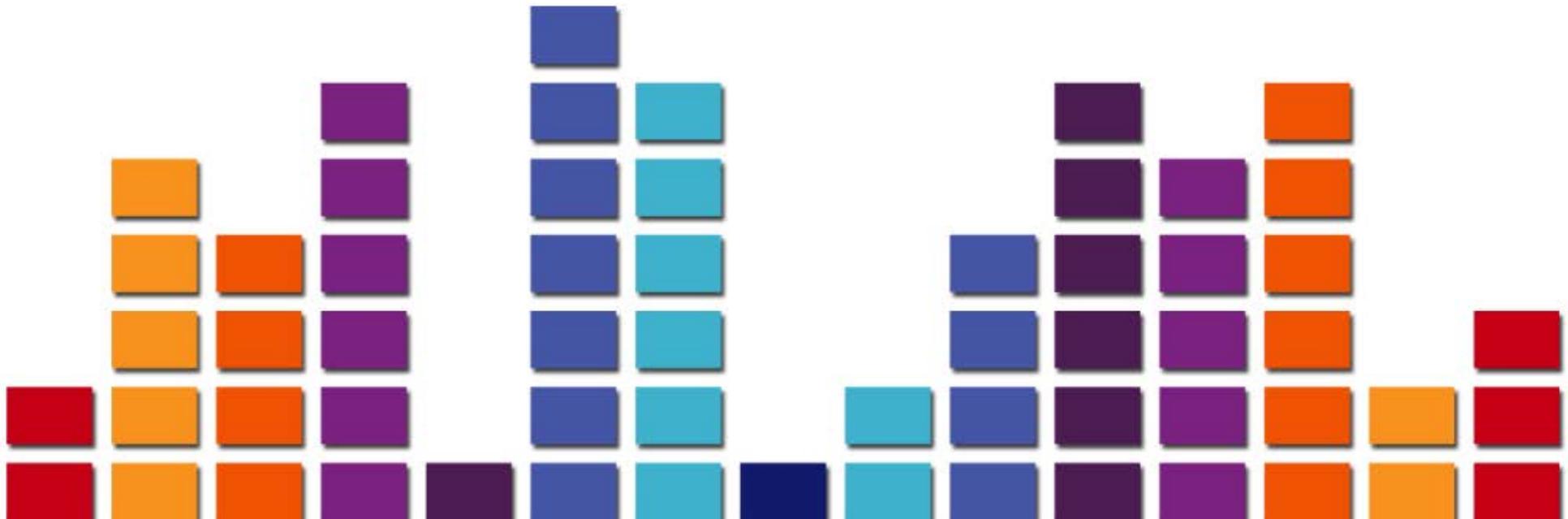


## Buy Index





## About the CCI Study



# About the CCI Study

Seven questions make up the core survey of Consumer Confidence. While the overall CCI index uses all 7 questions to produce an index score, there are three sub-indices that rely on some of the questions.



## CCI Index:

- Includes all 7 variables



## Present Situation Index:

- How would you describe your country's current economic situation?
- How would you describe your country's current employment situation?



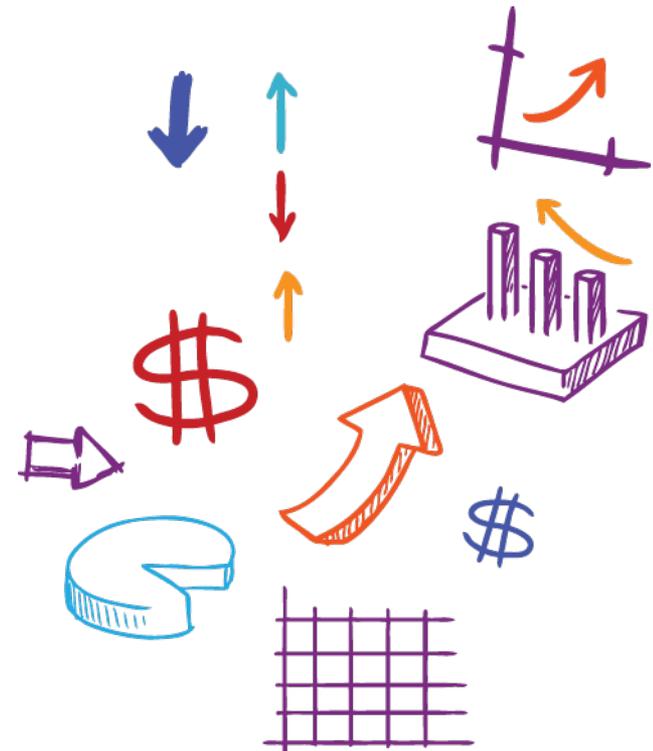
## Expectations Index:

- What do you think will be your country's economic situation in the next 6 mos?
- What do you think will be your country's employment situation in the next 6 mos?
- What do you think your income will be in 6 mos time?



## Buy Index:

- Taking into consideration the cost of things today and the financial situation in general, to what extent would you say that now is a good or bad time to buy products such as: a house or apartment, a car, household appliances such as a washing machine, a refrigerator, a TV set etc.?



# About the Director of the CCI Study

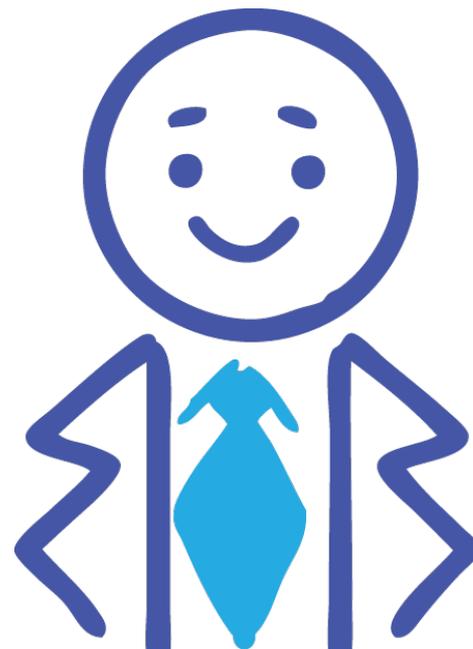
Norman ("Norm") Baillie-David is Senior Vice President, Director of Public Opinion Research, and Head of Qualitative Research and Strategy for TNS in Canada. He also leads the TNS office in the National Capital Region, as well as sitting on the TNS Global Steering Committee for Political and Social Research.

Over his twenty-five year plus career, Norm has designed and managed more than 1,000 surveys in a wide-variety of areas, ranging from high-technology to consumer products, and Norman is a recognized "expert" in complex survey methodology design and multivariate statistical analysis. He is in frequent demand by the media and market research industry in Canada to speak on the comparisons and contrasts of public opinion in Quebec and the rest of Canada, and has published widely. In addition, Norm has conducted assignments in more than 40 different countries around the world, and has a keen interest in cross-cultural issues, especially related to public opinion, the economy, and the use of technology.

Before joining TNS, Norm was Managing Partner of an Ottawa-based public opinion research and management consulting firm (2001-2009). He spent most of his preceding career at a major management consulting firm, as well as three years with a well-known Quebec market research firm. He is a Certified Marketing Research Professional (CMRP), member of the Market Research Intelligence Association (MRIA), and he served as a President of the Ottawa Chapter from 2002 to 2004.

If you would like to add proprietary questions to the CCI study, obtain full tabular results, receive a historical time series for all the index scores, or if you have other inquiries about CCI, please contact:

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# About TNS and Kantar

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Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

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